Glacier Country MONTANA

Application for projects over $500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Online Advertising (Updated)
Application Completed by:	Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Online Banner Campaigns: Detailed for Fall 2008, Winter 2008/2009, Warm Season 2009

We will place banner advertising on major primary market online newspaper websites as well as other targeted websites across the country in conjunction with other tourism partners in Glacier Country. We have had great success in the past in partnering with private tourism businesses, CVBs, etc. and purchasing large online campaigns in Chicago, Minneapolis, Seattle, Los Angeles and Denver. **See attached detailed media plan.**

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in all of our marketing plan goals and plan and strategy number 2.

How does this project support the Strategic Plan?

Goal 1: **Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
1.1 Implement highly targeted consumer advertising/promotion campaigns
1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
1.1.b Continue winter marketing, promoting Montana as a superb winter destination
1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
1.3.b Implement the new Montana tourism brand
1.3.d Create cooperative marketing campaigns between agriculture and tourism
Goal 5: **Support appropriate tourism business growth, including new tourism products and services for target customer markets**
5.1 Cultivate opportunities to leverage private/public funds to create tourism products
5.1.a Create vacation packages/itineraries for off-peak season niche markets
5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No

Budget page must be attached for approval.

Fall 2008

Site	Market	Placement	Size	Start Date	End Date	Total Days	Days Into	Contract IMPS	Target IMPS	Delivered IMPS	Clicks	Click Rate	Pace %
Seattletimes	**Seattle, WA**												
seattletimes.com	Seattle, WA	Lifestyle, Travel, News	728x90	10/01/08	11/01/08	30		200,000	200,000				
							SUBTOTAL:	200,000	200,000				
NWSource.com	**Seattle, WA**												
NWSource.com	Seattle, WA	ROS	728X90	09/15/08	11/15/08	60		50,000	50,000				
							SUBTOTAL:	50,000	50,000				
Chicagotimes.com	**Chicago, IL**												
Chicagotimes.com	Chicago, IL	Travel	728x90	10/01/08	11/15/0/	45		60,000	60,000				
							SUBTOTAL:	60,000	60,000				
AZRepublic.com	**Los Angeles, CA**												
AZRepublic.com	Phoenix	Travel	250x300	10/01/08	11/15/08	45		75,000	75,000				
							SUBTOTAL:	75,000	75,000				
StarTribune.com	**Minneapolis, MN**												
StarTribune.com	Minneapolis, MN	Lifestyle, Travel, News	728x90	09/01/08	11/01/08	60		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
Lee Newspapers - OR/WA/CA/AZ	**Seattle, WA**												
TDN.com	Longview, WA	Travel	300x250	09/01/08	11/01/08	60		200,000	200,000				
AZStarnet.com	Tucson, AZ	Travel	300x250	09/01/08	11/01/08	60		200,000	200,000				
							SUBTOTAL:	400,000	400,000				
Portlandtribune.com	**Portland,OR**												
Portlandtribune.com	Portland,OR	Lifestyle, Travel, News	728x90	09/01/08	11/01/08	60		150,000	150,000				
							SUBTOTAL:	150,000	150,000				
Montana Value Added Campaign	**Spokane,WA**												
Missoulian.com	Missoula	Lifestyle, Travel, News	728x90	08/15/08	11/01/08	90		250,000	250,000				
							SUBTOTAL:	250,000	250,000				

Total Impressions 1,285,000
Budget $7,500 $6,000 **Glacier Country Public**
         $1,500 **Glacier Country Private & Partners**

WINTER 2008-2009

Site	Market	Placement	Size	Start Date	End Date	Total Days	Days Into	Contract IMPS	Target IMPS	Delivered IMPS	Clicks	Click Rate	Pace %
Seattletimes	**Seattle, WA**												
seattletimes.com	Seattle, WA	Lifestyle, Travel, News	728x90	01/01/09	02/28/09	60		300,000	300,000				
Seattletimes.com	Seattle, WA	Metro	728x90	01/01/09	02/01/09	30		100,000	100,000				
Seattletimes.com	Seattle, WA	Newsletters	728x90	01/15/09	02/15/09	30		100,000	100,000				
							SUBTOTAL:	500,000	500,000				
NWSource.com	**Seattle, WA**												
NWSource.com	Seattle, WA	ROS	300x250	01/15/09	03/01/09	45		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
Chicagotimes.com	**Chicago, IL**												
Chicagotimes.com	Chicago, IL	Travel	300x250	01/15/09	03/01/09	45		300,000	300,000				
Chicagotimes.com	Chicago, IL	Travel	728x90	01/15/09	03/01/09	45		200,000	200,000				
							SUBTOTAL:	500,000	500,000				
LATimes.com	**Los Angeles, CA**												
LATimes.com	Los Angeles, CA	Travel	130x600	01/15/09	02/15/09	30		200,000	200,000				
							SUBTOTAL:	200,000	200,000				
StarTribune.com	**Minneapolis, MN**												
StarTribune.com	Minneapolis, MN	Lifestyle, Travel, News	300x250	01/15/09	03/15/09	60		200,000	200,000				
							SUBTOTAL:	200,000	200,000				
Lee Newspapers - IA/IL/IN Midwestern Regional News													
QCTimes.com	Quad Cities, IA	Travel	300X250	02/01/09	02/28/09	28		25,000	25,000				
Pantagraph	Bloomington,IL	Travel	300X250	02/01/09	02/28/09	28		25,000	25,000				
NWITIMES.COM	Munster, IN	Travel	300X250	02/01/09	02/28/09	28		50,000	50,000				
Journaltimes.com	Racine,WI	Travel	300X250	02/01/09	02/28/09	28		50,000	50,000				
							SUBTOTAL:	150,000	150,000				
Lee Newspapers - OR/WA Seattle, WA													
TDN.com	Longview, WA	Travel	300x250	02/01/09	02/28/09	28		25,000	25,000				
AZStarnet.com	Tucson, AZ	Travel	300x250	02/01/09	02/28/09	28		25,000	25,000				
							SUBTOTAL:	50,000	50,000				
Portlandtribune.com	**Portland,OR**												
Portlandtribune.com	Portland,OR	Lifestyle, Travel, News	728x90		03/01/09	45		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
SpokesmanReview.com	**Spokane,WA**												
SpokesmanReview.com	Spokane,WA	Lifestyle, Travel, News	300X250	01/15/09	03/15/06	60		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
OregonLive.com	**Portland,WA**												
OregonLive.com	Portland, OR	Lifestyle, Travel, News	728X90	01/15/09	03/15/06	60		200,000	200,000				
							SUBTOTAL:	200,000	200,000				

Total Impressions   2,000,000
Budget $16,250 $6,000 **Glacier Country Public**
                              $10,250 **Glacier Country Private & Partners**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	**SPRING 2009**													
2	Site	Market	Placement	Size	Start Date	End Date	Total Days	Days Into	Contract IMPS	Target IMPS	Delivered IMPS	Clicks	Click Rate	Pace %
3	**Seattletimes**	**Seattle, WA**												
4	seattletimes.com	Seattle, WA	Lifestyle, Travel, News	728x90	03/01/09	05/01/09	62		300,000	300,000				
5	Seattletimes.com	Seattle, WA	Metro	728x90	03/01/09	04/01/09	31		150,000	150,000				
6	Seattletimes.com	Seattle, WA	Newsletters	728x90	04/01/09	04/30/09	30		50,000	50,000				
7								SUBTOTAL:	500,000	500,000				
8	**NWSource.com**	**Seattle, WA**												
9	NWSource.com	Seattle, WA	ROS	300x250	04/01/09	05/01/09	60		125,000	125,000				
10	NWSource.com	Seattle, WA	ROS	728x90	03/01/09	03/31/09	31		75,000	75,000				
11								SUBTOTAL:	200,000	200,000				
12	**Chicagotimes.com**	**Chicago, IL**												
13	Chicagotimes.com	Chicago, IL	Lifestyle, Travel, News	300x250	03/01/09	04/30/09	60		300,000	300,000				
14	Chicagotimes.com	Chicago, IL	Lifestyle, Travel, News	728x90	04/01/09	04/30/09	30		300,000	300,000				
15								SUBTOTAL:	600,000	600,000				
16	**LATimes.com**	**Los Angeles, CA**												
17	LATimes.com	Los Angeles, CA	Travel	130x600	03/15/09	05/15/09	60		350,000	350,000				
18	LATimes.com	Los Angeles, CA	Lifestyle, Travel, News	728x90	04/01/09	05/01/09	30		150,000	150,000				
19								SUBTOTAL:	500,000	500,000				
20	**StarTribune.com**	**Minneapolis, MN**												
21	StarTribune.com	Minneapolis, MN	Lifestyle, Travel, News	300x250	03/01/09	05/01/09	60		250,000	250,000				
22	StarTribune.com	Minneapolis, MN	Lifestyle, Travel, News	728x90	04/01/09	04/30/06	30		150,000	150,000				
23								SUBTOTAL:	400,000	400,000	371,488	156	0.04%	
24														
25	**Lee Newspapers - IA/IL/IN**	**Midwestern Regional News**												
26	QCTimes.com	Quad Cities, IA	Travel	300X250	03/01/09	04/01/09	30		50,000	50,000				
27	Pantagraph	Bloomington,IL	Travel	300X250	03/01/09	04/01/09	30		50,000	50,000				
28	NWITIMES.COM	Munster, IN	Travel	300X250	03/01/09	04/01/09	30		100,000	100,000				
29	Journaltimes.com	Racine,WI	Travel	300X250	03/01/09	05/01/09	60		100,000	100,000				
30								SUBTOTAL:	300,000	300,000				
31	**Lee Newspapers - OR/WA**	**Seattle, WA**												
32	NCTimes.com	Escondido, CA	Travel	300x250	03/01/09	05/01/09	60		150,000	150,000				
33	Santamariatimes.com	Santa Maria, CA	Travel	300x250	03/15/09	04/15/09	30		25,000	25,000				
34	TDN.com	Longview, WA	Travel	300x250	03/15/09	04/15/09	30		25,000	25,000				
35	Gazettetimes.com	Albany.OR	Travel	300x250	04/01/09	05/01/09	30		25,000	25,000				
36	AZStarnet.com	Tucson, AZ	Travel	300x250	03/01/09	05/01/09	60		75,000	75,000				
37								SUBTOTAL:	300,000	300,000				
38	**Portlandtribune.com**	**Portland,OR**												
39	Portlandtribune.com	Portland,OR	Lifestyle, Travel, News	728x90	03/01/09	04/30/09	60		300,000	300,000				
40								SUBTOTAL:	600,000	600,000				
41	**ArizonaRepublic.com**	**Phoenix,AZ**												
42	Azrepublic.com	Phx,AZ	Travel	300X250	03/01/09	05/01/09	60		300,000	300,000				
43								SUBTOTAL:	500,000	500,000				
44	**SFGate.com**	**San Francisco, CA**												
45	SFGate.com	SF,CA	Lifestyle, Travel, News	300x250	03/01/09	05/01/09	60		250,000	250,000				
46								SUBTOTAL:	400,000	400,000	371,488	156	0.04%	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
47	**DenverPost.com**	**Denver, CO**												
48	DenverPost.com	Denver, CO	Lifestyle, Travel, News	300x250	03/01/09	05/01/09	60		300,000	300,000				
49	DenverPost.com	Denver, CO	Travel	728x90	03/01/09	04/01/09	30		75,000	75,000				
50	DenverPost.com	Denver, CO	Email	728x90	04/01/09	04/30/09	30		25,000	25,000				
51								SUBTOTAL:	400,000	400,000				
52	**Houston Chronicle Online**	**Houston TX**												
53	HoustonChronicle.com	Houston TX	Travel	728x90	03/15/09	05/15/09	60		300,000	300,000				
54	HoustonChronicle.com	Houston TX	Travel	300x250	03/01/09	04/01/09	30		100,000	100,000				
55								SUBTOTAL:	400,000	400,000				
56														
57	**Total Impressions**	**5,100,000**												
58	**Budget**	**$29,000**	$6,000	Glacier Country Public										
59			$23,000	Glacier Country Private & Partners										
60														
61	****MORE TARGETS WOULD BE ADDED BASED ON HIGHER BUDGETS****													

Fall 2009

Site	Market	Placement	Size	Start Date	End Date	Total Days	Days Into	Contract IMPS	Target IMPS	Delivered IMPS	Clicks	Click Rate	Pace %
Seattletimes	**Seattle, WA**												
seattletimes.com	Seattle, WA	Lifestyle, Travel, News	728x90	08/01/09	10/31/09	90		300,000	300,000				
							SUBTOTAL:	300,000	300,000				
NWSource.com	**Seattle, WA**												
NWSource.com	Seattle, WA	ROS	728X90	08/01/09	10/15/09	75		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
Chicagotimes.com	**Chicago, IL**												
Chicagotimes.com	Chicago, IL	Travel	728x90	08/01/09	10/01/09	60		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
LATimes.com	**Los Angeles, CA**												
LATimes.com	Los Angeles, CA	Travel	728X90	08/01/09	10/01/09	60		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
StarTribune.com	**Minneapolis, MN**												
StarTribune.com	Minneapolis, MN	Lifestyle, Travel, News	728x90	08/15/09	10/15/09	60		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
Lee Newspapers - OR/WA	**Seattle, WA**												
TDN.com	Longview, WA	Travel	300x250	08/01/09	10/15/09	75		100,000	100,000				
AZStarnet.com	Tucson, AZ	Travel	300x250	08/01/09	10/15/09	75		100,000	100,000				
							SUBTOTAL:	200,000	200,000				
Portlandtribune.com	**Portland,OR**												
Portlandtribune.com	Portland,OR	Lifestyle, Travel, News	728x90	08/01/09	10/01/09	60		100,000	100,000				
							SUBTOTAL:	100,000	100,000				
SpokesmanReview.com	**Spokane,WA**												
SpokesmanReview.com	Spokane,WA	Lifestyle, Travel, News	300X250	08/01/09	10/01/09	60		100,000	100,000				
							SUBTOTAL:	100,000	100,000				

Total Impressions   1,100,000

Budget $9,000 $3,000 **Glacier Country Public**

         $6,000 **Glacier Country Private & Partners**

PROJECT BUDGET
Online Advertising - Banner Campaigns

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
TOTAL	**$0.00**		**$0.00**		**$0.00**

	State Tourism Funds		Other Funds		Total
MARKETING/ADVERTISING:					
Media Placement (see attached list)	$21,000.00	+	$0.00	=	$21,000.00
Fall 08/Winter 08-09/Warm 09/Fall 09	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
TOTAL	**$21,000.00**		**$0.00**		**$21,000.00**

	State Tourism Funds		Other Funds		Total
TRAVEL:					
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
TOTAL	**$0.00**		**$0.00**		**$0.00**

	State Tourism Funds		Other Funds		Total
OTHER:					
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
	$0.00	+	$0.00	=	$0.00
TOTAL	**$0.00**		**$0.00**		**$0.00**

	State Tourism Funds		Other Funds		Total
PROJECT TOTAL	**$21,000.00**	+	**$0.00**	=	**$21,000.00**

FY 2008-2009